

Got something to say? Take it to the airwaves.

A man listens to a radio in rural Kenya. (© AP Images)



What kind of communication is readily available, cheap and reliable even when there is no electricity? Answer: radio! The medium [maintains its dominance](#) in areas that do not have good Internet connectivity. For some YALI Networkers, getting on the air may be the most effective way to tell a wide audience about the projects you are doing and attract new supporters.

Many living in sub-Saharan African countries are taking advantage of community radio networks, which have been funded primarily by external donor countries, church organizations and international development agencies, and through advertising.

Network member Michael Kganyago has founded two youth community radio stations in South Africa: Tshwane Youth Street Radio and Polokwane Youth Street FM. While he acquires the equipment to get his stations on the air, he has been visiting neighboring radio outlets to conduct interviews and call-in programs about the [YALI Network online courses](#).

Jarius Andrew Greaves wrote from Liberia that he has live programs on local FM stations and pre-records another that is distributed on United Nations Mission in Liberia Radio. Ephrem Bekele said he has used his appearances on Ethiopian radio to play all of the YALI Network online civic leadership courses on the air.

If you have an interview coming up, here are some helpful tips [from the web](#) and other Network members to help get you prepared:

- Have a brief bio ready that the host can use to introduce you.
- Know what you want to say in advance. Have three main points you want your listeners to come away with. Additional material is fine, but don't overload your audience!
- Radio is show business, so try to entertain while educating. Think of interesting stories to share.
- Keep it short. You can say a lot in 10-20 seconds, and that makes an easy sound bite for the program host to use for continued promotion.
- Listen to the show in advance to get familiar with the host's style and the structure of the program.

Network member Ako Essan Emile from Côte d'Ivoire works in a radio station and advises that you know your target audience when you are reaching out to a station. For example, if you want to reach teenage listeners, you will have better luck on a station that plays contemporary pop rather than jazz or classical music.

Through friends, Senegal's Oumar Ba was able to get on a radio show to discuss his involvement in the #YALIGoesGreen campaign for a special Earth Day broadcast. He shared this advice:

"Don't be afraid of being turned down. Just go to a local radio station you know, explain to them clearly who you are, the courses you have done with the online YALI program, show them the certificate you have got, [and] if possible write a résumé," he said.

Using Blogging to Tell Your Organization's Story

The [YALI Network blog](#) is a platform that enables us to share powerful stories of YALI Network members and to provide expert advice on subjects YALI Network members care about. You, too, can use blogging to share your stories and engage your audience.

Blogs are excellent Web-based platforms to host and maintain records of creative content and stories. Your blogging platform can host text, images and embedded videos, and provide a landing page that can be linked to various sources of traditional and social media channels/platforms.

There are multiple platforms available for blogging, including [WordPress](#), [Joomla](#), [Django](#) and [Drupal](#), among others. These platforms are versatile and allow you to create blogs that can expand reach and resources by connecting with audiences emotionally.

The most effective way to share stories on your blog is to plan ahead and create a detailed editorial calendar for producing original content. Most blogging platforms have built-in capabilities to schedule and publish posts according to your organization's editorial calendar.

You can increase the visibility of your blog by being active and consistent, by sharing your blog posts through social media and email, by inviting experts in your field to contribute as guest bloggers, and by talking about stories that tie into current events.

This article is adapted from Hatch for Good's [Guide to Blogging and CMS](#). Hatch for Good is a platform that provides people and organizations with the tools they need to create powerful stories and inspire positive action in the digital age. Visit [Hatch for Good's website](#) to view additional resources.

Using Twitter to Tell Your Organization's Story

Every month, thousands of YALI Network members engage policymakers, experts and entrepreneurs during exclusive #YALICHats on [Twitter](#). But that isn't all that Twitter can do for you.

Twitter is an online social networking and microblogging tool to send and read short, 140-character text messages, called "tweets." Users access Twitter through its website interface, desktop

application, SMS or mobile device application.

Twitter is often used for instantly spreading news and information. It can be compared to a news channel — you can discover news as it's happening, learn more about topics that are important to you and get the inside scoop in real time.

If you have something quick to say and have the capacity to say it often, Twitter could be your platform of choice. Twitter is also heavily used for live tweeting and live events.

The most effective way to share stories on Twitter is to plan ahead by building an editorial calendar and scheduling your tweets in advance with applications like [Hootsuite](#), [TweetDeck](#) or [Buffer](#). Plan to post at least three tweets per day. Short and simple text and photos work best.

You can maximize your visibility on Twitter by starting discussions with influential people, posing questions, following others and using relevant hashtags in your tweets.

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